

**MINUTES OF THE COMMUNICATIONS COMMITTEE MEETING
OF THE RAINBOW MUNICIPAL WATER DISTRICT
FEBRUARY 1, 2010**

1. **CALL TO ORDER** - The Communications Committee Meeting of the Rainbow Municipal Water District on February 1, 2010 was called to order by Chairperson O'Leary at 10:37 a.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Chairperson O'Leary presiding.

2. **ROLL CALL:**

Present: Member Crampton
Member Mathes
Member Romani
Member Sowden
Member O'Leary

Absent: Member Atkins
Member Vega

Also Present: Board Secretary Washburn

3. **PUBLIC COMMENT RELATING TO ITEMS ON THE AGENDA**

There were no public comments

COMMITTEE ACTION ITEMS

4. **COMMITTEE MEMBER COMMENTS**

Mr. O'Leary indicated that he would need to leave today's meeting at 11:45 a.m. to attend a meeting in which the new publisher of the Village News would be introduced to their staff.

Ms. Romani shared items gleaned from the North County Times pertaining to the Poseidon desalination plant.

Mr. Sowden shared a story printed in the Union Tribune telling of the current storage levels of California's reservoirs and the amount of snowpack in the Sierra Nevada.

Ms. Washburn told of billing updates to the district's Internet site and provided filing deadlines and other details pertaining to the November 2nd Board election. She also distributed copies of General Manager Seymour's 2009 district highlights report. She emphasized the importance of the employee retention item contained in the report.

*5. **APPROVAL OF MINUTES**

A. January 4, 2010

The minutes were approved by a 5/0/2 vote as revised.

6. **REPORT ON COMMITTEE CHANGES OR POTENTIAL NEW COMMITTEE MEMBER(S)**

Mr. O'Leary reported that no changes in committee membership had occurred and Ms. Washburn reported there have been no expressions of interest in filling either of the two available alternate positions.

7. STATUS REPORT AND POTENTIAL PUBLIC INFORMATION MEASURES PERTAINING TO THE DISTRICT'S FORMATION OF A RUNOFF MONITORING GROUP

Committee members discussed the status of the district efforts to form a runoff monitoring group. They reviewed the item printed in the January 2010 newsletter on the program and praised staff for its timeliness and thoroughness. Committee members recommended that the program be placed on one of their future agendas, possibly in June or July, to receive another update and consider whether additional public information efforts would be helpful or warranted at the time.

8. UPDATE ON THE SECOND PIPELINE SHUTDOWN AND THE START OF THE NORTHSIDE RESERVOIR COVER PROJECT

Ms. Washburn reported on the status of the Northside covering project and the pipeline that ruptured beneath the San Luis Rey River about the time of a MWD pipeline shutdown. Committee members discussed these two projects and asked that updates be provided at their next meeting.

9. UPDATE ON BOARD ACTIONS OF JANUARY 26, 2010 PERTAINING TO FUTURE RATES, POSSIBLE JUNE ELECTION AND OTHER ISSUES PERTAINING TO RESERVOIR COVERING PROJECTS

Mr. O'Leary and Ms. Crampton and Ms. Washburn reported on the Board's January 26, 2010 meeting as it pertained to district capital improvement issues, potential rate increases and a possible future election that could address a shortfall in the revenues needed to meet Rainbow's reservoir water quality mandates. Mr. O'Leary and Ms. Crampton reported that the Board was not receptive on January 26th to holding a June election on the funding shortfall, but might consider a November election if more information is available on the options for Beck Reservoir and its future need for agricultural customers. Ms. Washburn reported that there was considerable discussion but no action on rate issues or possible revenue-raising strategies during the January 26, 2010 Board Meeting. Communication committee members discussed these matters at length, but no consensus emerged and it was recommended that the committee revisit those issues in March.

10. STATUS REPORT ON A PRESS RELEASE OR FEATURETTE UPDATING DISTRICT RESERVOIR COVERING EFFORTS, FUNDRAISING ISSUES AND POSSIBLE FUTURE ELECTION

Due to the lack of Board action on January 26, 2010, committee members agreed that no press release would be warranted at this time regarding reservoir covering efforts, revenue-raising issues or a possible future election.

Mr. Sowden said it could be helpful to write a press release that identified some or many of the District's 2009 highlights that had been spotlighted in Mr. Seymour's written report. Mr. Sowden offered to take the lead in writing a draft news release on the topic. Mr. O'Leary and Ms. Crampton offered to work with him as a press release subcommittee if he was able to craft a draft document that could eventually be forwarded to Mr. Seymour for consideration.

Mr. O'Leary excused himself from the meeting at 11:45 a.m.

11. UPCOMING NEWSLETTER TOPICS

It was recommended educating the non-growers regarding agriculture potentially going out in the area and how they could be impacted.

12. LIST OF SUGGESTED AGENDA ITEMS FOR THE NEXT SCHEDULED COMMUNICATIONS COMMITTEE MEETING

1. Repeat Item #10 herein.
2. Feedback from the Subcommittee on issues they worked on regarding agricultural versus domestic users.
3. Set goals for how many press releases should be submitted for publication.
4. Q-3 line break update.

Ms. Crampton encouraged committee members to come back with ideas of facts that need to get out to the public.

13. ADJOURNMENT – To March 1, 2010 at 10:30 a.m.

The meeting adjourned at 12:10 p.m.

Tim O'Leary, Committee Chairperson

Dawn M. Washburn, Board Secretary